

FROM THE MAGAZINE RACK NO. 74
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MARCH 17, 1976

AMERICANS ON THE MOVE (TIME)

THE PACIFIC NORTHWEST (THE ATLANTIC MONTHLY)

ANNCR: HERE IS-----WITH FROM THE MAGAZINE RACK...VOICE OF AMERICA SUMMARIES OF ARTICLES ON TIMELY TOPICS FROM AMERICAN MAGAZINES. TODAY: "AMERICANS ON THE MOVE" FROM TIME MAGAZINE AND A LOOK AT THE PACIFIC NORTHWEST OF THE UNITED STATES, FROM THE ATLANTIC MONTHLY.

REPORTER: CITIES THAT HAVE STREETS PAVED WITH GOLD: PART OF THE MAGIC AND DREAM THAT DREW TENS OF MILLIONS OF IMMIGRANTS TO AMERICA FROM ALL OVER THE WORLD. MANY OF THOSE IMMIGRANTS SETTLED IN ESTABLISHED OLDER CITIES LIKE NEW YORK, BOSTON, PITTSBURGH AND CHICAGO AND MADE THOSE CITIES PROSPER AND THRIVE. BUT TIME MAGAZINE WRITES THAT MILLIONS OF AMERICANS ARE LEAVING THOSE URBAN CENTERS FOR PLACES WITH NAMES LIKE TUCSON, ST. HELENA, CEDAR RAPIDS AND WOODVILLE.

TIME CALLS THE PEOPLE MOVING TO NEW AREAS OF THE COUNTRY, "THE NEW AMERICAN MIGRANTS." ACCORDING TO TIME:

VOICE: "THEY ARE PULLING THEMSELVES UP BY THEIR ROOTS IN ORDER TO PURSUE THE GOOD LIFE IN PLACES THAT ARE SMALLER, SUNNIER, SAFER AND PERHAPS SANER THAN THOSE THEY LEFT. THEIR DESIRE TO MOVE ONWARD HAS SPAWNED AN EXODUS THAT IS CAUSING MAJOR CHANGES IN AMERICAN SOCIETY. BECAUSE OF THE MIGRATION, MANY ONCE-GREAT CITIES ARE FALLING INTO MORE SERIOUS DECLINE. SCOPES OF LITTLE-KNOWN COMMUNITIES ARE

VOICE: EITHER BOOMING OR FEELING THE PAINS OF ALL-TO-SUDDEN
(CONT'D) GROWTH (OR BOTH); AND MILLIONS OF AMERICANS HAVE
PROFOUNDLY CHANGED THEIR WAY OF LIFE."

REPORTER: MOST OF THE "NEW MIGRANTS" COME FROM BIG CITIES AND
SUBURBAN AREAS WHERE JOB AND EDUCATIONAL OPPORTUNITIES
AND CULTURAL EVENTS HAVE ABOUNDED IN THE PAST. BUT
STATISTICS SHOW THAT IS CHANGING: EIGHT OF SIXTEEN
METROPOLITAN AREAS IN THE U-S WITH A POPULATION OF MORE
THAN TWO MILLION PEOPLE HAVE LOST POPULATION IN THE LAST
FIVE YEARS.

TIME SAYS MANY PEOPLE ARE MOVING TO LESS POPULATED AREAS
IN STATES LIKE NEW HAMPSHIRE, MAINE AND VERMONT. BUT
THE OVERWHELMING MAJORITY OF THE "NEW MIGRANTS" HAVE LEFT
THE INDUSTRIAL NORTHEASTERN AND NORTH CENTRAL STATES FOR
THE WEST AND SOUTH, WHAT THE MAGAZINE CALLS "THE
SUNBELT."

TIME SAYS AMERICANS ARE MOVING BECAUSE THEY'RE TIRED OF
URBAN AND SUBURBAN CONGESTION AND CRIME. THE MAGAZINE
SAYS THERE IS A NEW SOCIAL ETHIC THAT SUGGESTS BIGNESS IS
NOT NECESSARILY BEST AND THAT HIGH WAGES DON'T ALWAYS
MEAN A MORE SATISFYING LIFE. TIME CONTINUES:

VOICE: "HISTORICALLY, THERE WERE AMPLE REASONS WHY AMERICANS
SWARMED INTO THE CITIES; COUNTRY AND SMALL-TOWN LIFE
COULD BE DIFFICULT AND DULL AND REMOTE...BUT RURAL AND
SMALL-TOWN LIFE HAS BEEN MODERNIZED AND IS NO LONGER
STULTIFYINGLY ISOLATED. THE INTERSTATE (NATIONAL)

VOICE: HIGHWAY SYSTEM, EIGHTY-EIGHT PER CENT COMPLETE, BRINGS
(CONT'D) MOST OF THE REMOTER REGIONS TO WITHIN AN HOUR OR TWO'S
DRIVE OF A CITY. JET PLANES AND A GROWING NUMBER OF
AIRPORTS PROVIDE SIMILAR EASE OF ACCESS TO THE OUTSIDE
WORLD. TELEVISION PIPES ITS NEWS AND ENTERTAINMENT INTO
THE COUNTRYSIDE...IN SHORT, URBANITY IS NO LONGER

NECESSARILY TIED TO URBAN LIFE. / AS POLITICAL ANALYST

OP T RICHARD SCAMMON SAYS, 'WE HAVE EXPANDED THE AREA IN
WHICH CIVILIZED PEOPLE CAN LIVE.'" /

REPORTER: TIME SAYS BUSINESSES ARE AFFECTING THE MIGRATION AS
THEY MOVE OUT OF CITIES TO RURAL LOCATIONS IN THE NORTH
OR IN THE SUNBELT. INDUSTRY SPOKESMEN SAY LOWER COSTS
AND IMPROVED LIVING CONDITIONS FOR EMPLOYEES PROMPT THE
GROWING NUMBER OF BUSINESS RELOCATIONS.

ANOTHER CONSEQUENCE OF THE SHIFTING PATTERNS OF POPULATION
AND BUSINESSES, WRITES TIME, IS AN INCREASE IN THE
POLITICAL AND ECONOMIC POWER OF THE SUNBELT STATES AND A
CORRESPONDING LOSS IN THE INDUSTRIALIZED NORTH-CENTRAL
AND NORTHEASTERN STATES. BUT THE WAVES OF NEWCOMERS, THE
MAGAZINE SAYS, ARE CREATING PROBLEMS. WRITES TIME:

VOICE: "IN MANY WAYS, THE MIGRANTS FROM THE NORTH AND EAST ARE
HELPING TO ALTER THE CHARACTER OF THE SOUTH, WHICH IS
BECOMING BOTH MORE SOPHISTICATED AND MORE HOMOGENIZED...ON
THE WHOLE, YANKEES (THE NORTHERN MIGRANTS) WHO MOVE THERE
FIND THEMSELVES WELCOMED, MOSTLY BECAUSE THEY BRING
NEW MONEY, SKILLS AND OPPORTUNITY WITH THEM...WHATEVER
ECONOMIC ADVANTAGES THEY BRING, HOWEVER, THE NEWCOMERS

VOICE: SOMETIMES THREATEN TO PERPETUATE IN NEW TERRITORY MANY OF
(CONT'D) THE OFFENSES OF URBAN SPRAWL AROUND BIG CITIES. ESPECIALLY
IN MANY (PARTS OF) THE SUNBELT, OLDTIMERS HAVE GROWN
BITTERLY AWARE THAT THE MASSIVE INVASIONS HAVE OVERLOADED
PUBLIC SERVICES, OVERWHELMED POLICE AND FIRE DEPARTMENTS,
WATER SUPPLIES AND SEWAGE SYSTEMS."

REPORTER: AND AS MORE PEOPLE LEAVE THE URBAN NORTH, THE CITIES
THEY LEAVE SUFFER FURTHER SETBACKS. TIME WRITES:

VOICE: "FOR THE BIG CITIES, THE CYCLE IS AS DEPRESSINGLY
VICIOUS AS IT IS FAMILIAR. BUSINESSES DECAMP (LEAVE);
THE YOUNG, THE MIDDLE CLASS THE SKILLED, THE WELL
EDUCATED FLEE; THE TAX BASE ERODES. SO TAXES GO EVEN
HIGHER, DRIVING OUT STILL MORE PRODUCTIVE, WAGE-EARNING
FAMILIES. SAYS GEORGE STERLIEB OF RUTGERS UNIVERSITY'S
CENTER FOR URBAN POLICY RESEARCH: 'WE HAVE NO
EXPERIENCE IN SHAPING DECLINE. NO GRACEFUL WAY OF
SHRINKING A CITY. WE DON'T KNOW WHAT TO DO WITH PEOPLE
LEFT IN A CITY FOR WHOM THERE ARE NO JOB OPPORTUNITIES."

REPORTER: TIME SAYS THE U-S IS NOW MORE THAN EVER A NATION OF
IMMIGRANTS...PEOPLE SEARCHING FOR NEW FRONTIERS...
AMERICANS STILL BELIEVE THAT MISTAKES CAN BE CORRECTED
BY EXPLORING NEW AREAS. TIME SAYS THE TREND WILL
CONTINUE TO GROW UNTIL IT PEAKS IN THE MIDDLE OF THE 1980'S.

REPORTER:

ALTHOUGH THE MAJORITY OF MIGRATING AMERICANS ARE MOVING TO THE WESTERN AND SOUTHERN REGIONS OF THE UNITED STATES, ANOTHER REGION IS ALSO EXPERIENCING POPULATION PRESSURES WHICH THREATEN TO CHANGE ITS WAY OF LIFE. THE PACIFIC NORTHWEST -- INCLUDING THE STATES OF WASHINGTON, OREGON AND PART OF IDAHO, AS WELL AS CANADA'S PROVINCE OF BRITISH COLUMBIA -- IS THE SUBJECT OF A SPECIAL SECTION IN THE APRIL ISSUE OF THE ATLANTIC. AS THE MAGAZINE DESCRIBES IT:

VOICE: "THE OPENING STANZA OF 'AMERICA THE BEAUTIFUL' MIGHT WELL HAVE BEEN WRITTEN ABOUT ONE CORNER OF THE CONTINENT, THE PACIFIC NORTHWEST, WITH ITS SPACIOUS SKIES AND AMBER WAVES OF GRAIN ABOVE THE FRUITED PLAIN. WE TAKE YOU NOW INTO THE NATION'S 'FAR CORNER,' A PLACE OF PLEASURES, CONTRASTS, AND PROBLEMS, AND OF PEOPLE WHO ARE DEEPLY ENGAGED IN THE STRUGGLE TO SAVE WHAT IS GOOD ABOUT THEIR LIVES WHILE MEETING THE ECONOMIC AND TECHNOLOGICAL DEMANDS OF CONTEMPORARY SOCIETY."

REPORTER:

WRITER THOMAS GRIFFITH, WHO SERVED AS THE LAST EDITOR OF LIFE MAGAZINE BEFORE ITS DEMISE, ADMITS THAT THE POPULAR IMAGE OF THE PACIFIC NORTHWEST AS A REGION DROWNED IN RAIN HAS SOME BASIS IN FACT:

VOICE: "IN THE RAIN FORESTS OF THE OLYMPIC PENINSULA, WHERE THE OCEAN WINDS DROP THEIR BAGS OF RAIN AS THEY RISE TO CROSS THE MOUNTAIN RANGE, IT RAINS TWELVE TO FIFTEEN FEET (FOUR TO FIVE METERS) A YEAR. THE GREEN CARPET UNDERFOOT IS A SOGGY, SPONGY FLOOR OF SWORD FERNS, MOSSES, WILD STRAWBERRIES, FOAMFLOWER, AND BEDSTRAW. LICHEN COVERS THE TREES. THE LARGEST DOUGLAS FIR IN THE WORLD, THE LARGEST SITKA SPRUCE REACH SPECTACULARLY TO THE SKY. TREES AVERAGE 200 FEET (SIXTY METERS) HIGH, BUT SOME RANGE TO OVER 300 FEET (NINETY METERS). THE NATURALIST ROGER TORY PETERSON BELIEVES THAT THE OLYMPIC RAIN FOREST CONSTITUTES THE GREATEST 'WEIGHT OF LIVING MATTER PER ACRE IN THE WORLD.'"

REPORTER:

BUT, WRITES GRIFFITH, THE RAIN IN SEATTLE OR PORTLAND, THE CAPITAL CITIES OF THE STATES OF WASHINGTON AND OREGON RESPECTIVELY, IS NOT LIKE THAT:

VOICE: "THE AVERAGE RAINFALL IS ACTUALLY LESS THAN IN NEW YORK OR BOSTON OR BALTIMORE, AND FAR LESS THAN IN ATLANTA, HOUSTON, OR NEW ORLEANS. IT'S JUST THAT THE RAIN RARELY COMES DOWN IN A GOOD, HONEST DOWNPOUR BUT DRIZZLES PERSISTENTLY, UNDER GRAY OVERCAST SKIES THAT MAKE FOR MELANCHOLY WINTERS, SO THAT THE PEOPLE OF THE PACIFIC NORTHWEST REALLY TREASURE THOSE RARER DAYS WHEN THE ROSES WHICH HAVE GROWN SO LAVISHLY IN THE CONSTANT GENTLE WASHING OF THE RAIN BRIGHTEN IN THE SUN AND BLUE SKY."

REPORTER:

THE PACIFIC NORTHWEST HAS MORE THAN RAIN, HOWEVER. IT HAS SOME OF THE MOST BEAUTIFUL MOUNTAINS OF THE NORTH AMERICAN CONTINENT; SEEMINGLY ENDLESS GREEN FORESTS OF SPRUCE AND FIR; AND THE SERENE, ISLAND-DOTTED WATERS OF PUGET SOUND. ITS BEAUTY IS VERY DIFFERENT FROM THAT OF THE SUNNY SOUTH AND WEST WHERE 85 PER CENT OF THE NATION'S POPULATION GROWTH HAS TAKEN PLACE IN THE PAST FIVE YEARS, AND WHERE MANY OF THE NEW ARRIVALS ARE EITHER OLD OR YOUNG AND AMBITIOUS. IN MISTER GRIFFITH'S WORDS:

VOICE: "THE PACIFIC NORTHWEST, WHERE THE UNSPOILED IS NOT YET SPOILED, ATTRACTS A DIFFERENT KIND OF PERSON. THE WEATHER IS TOO COOL, OR AT TIMES TOO UNCOMFORTABLE, TO ATTRACT THE SUN-SEEKING ELDERLY. ECONOMIC OPPORTUNITIES RARELY PROMISE A QUICK KILL. THE NORTHWEST IS FOR PEOPLE MORE INTERESTED IN BEING THAN IN ACHIEVING. IT IS A PLACE WHERE WHAT A MAN DOES FOR A LIVING OFTEN HAS LITTLE TO DO WITH WHAT HE IS MOST INTERESTED IN. AND IN THE NORTHWEST IT IS NOT NECESSARY TO OWN A GREAT DEAL TO SHARE IN A GREAT WEALTH, THE OUTDOORS ALL AROUND."

REPORTER:

NORTHWESTERNERS REALIZE THE VALUE OF WHAT THEY HAVE, AND HOW IT COULD BE SPOILED IF TOO MANY PEOPLE CAME TO STAY. IN THIS CONNECTION, WRITER GRIFFITH RELATES AN OFT-REPEATED STORY:

VOICE: "TOM MCCALL FIRST GAVE VOICE TO WHAT HAS BECOME THE PACIFIC NORTHWEST'S PREVAILING ATTITUDE ABOUT ITSELF. AS GOVERNOR OF OREGON, BACK IN 1971, HE TOLD A NATIONWIDE TELEVISION AUDIENCE: 'COME AND VISIT US AGAIN AND AGAIN ... BUT FOR HEAVEN'S SAKE, DON'T COME HERE TO LIVE.'

"HE SPOKE HALF IN JEST, BUT NOW CONSIDERS HIS REMARK 'THE PROFOUNDEST THING I'VE EVER SAID.' THE AUDACITY OF THE REMARK LAY IN ITS REPUDIATION OF THE TRADITIONAL WESTERN BELIEF THAT PROGRESS LIES IN ATTRACTING MORE PEOPLE TO FILL UP EMPTY LAND. ITS APPEAL REACHED TO THE INSTINCT OF THE PROPERTY OWNER WHO, HAVING FOUND A SPOT THAT SATISFIES HIM, WANTS TO KEEP EVERYONE ELSE OUT. BUT THE IMMEDIATE EFFECT WAS A SHARP INFLUX OF VISITORS, MOSTLY FROM CALIFORNIA. OREGON, MCCALL RUEFULLY CONCEDES, IS STILL GROWING, AT A RATE TWICE THAT OF CALIFORNIA, THREE TIMES THAT OF NEIGHBORING WASHINGTON STATE."

REPORTER:

THE STATE OF OREGON PIONEERED IN ENACTING ENVIRONMENTAL LEGISLATION, LED BY FORMER GOVERNOR MCCALL. IN MISTER GRIFFITH'S WORDS:

VOICE: "OREGON IS AN INNOVATIVE STATE. IT WAS THE FIRST TO ADOPT CLEAN AIR AND CLEAN WATER LAWS, AND THE FIRST TO SET UP ESTUARINE (RIVER OUTLET) SANCTUARIES TO PROTECT ITS HARBORS FROM POLLUTION. IT WAS AMONG THE FIRST TO PRESERVE ITS BEACHES FOR THE PUBLIC WHILE

VOICE:
(CONT'D) LEGISLATING AGAINST HONKY-TONK (CHEAP-LOOKING COMMERCIAL) DEVELOPMENT; AMONG THE FIRST TO ADOPT STATEWIDE LAND USE PLANNING; ONE OF THE FIRST STATES TO ADOPT SCENIC RIVER REGULATION."

REPORTER:

DESPITE SUCH EFFORTS, THE PACIFIC NORTHWEST FACES ENVIRONMENTAL THREATS FROM TIMBER AND MINING INTERESTS AND POWER COMPANIES THAT WOULD LIKE TO DAM SOME OF ITS WILD RIVERS TO PROVIDE ELECTRICITY FOR THE GROWING CITIES. ALTHOUGH MANY OF THESE FIRMS ARE BECOMING MORE ENVIRONMENTALLY CONSCIOUS THAN THEY WERE IN THE PAST, THEY STILL FACE CONSIDERABLE HOSTILITY AND DETERMINATION TO PRESERVE THE LAND AS IT IS FROM MANY WHO CAME TO THE NORTHWEST SIMPLY BECAUSE IT DOES NOT RESEMBLE THE REST OF THE COUNTRY. AND WRITER GRIFFITH CONCLUDES:

VOICE: "A NORTHWESTERNER THUS FINDS HIMSELF BOUND TO THE COMMON DESTINY OF THE NATION, AND DIFFERS FROM THE REST OF IT IN HAVING REACHED AN EARLIER CONSENSUS OF SKEPTICISM AND HOSTILITY TOWARD PROGRESS, SO-CALLED. UNLIKE SO MANY DYING REGIONS OF THE COUNTRY, THE NORTHWEST HAS NOT 'FALLEN BEHIND' (JOINED) THE MARCH TOWARD THE NEW AMERICAN SOCIETY -- BRITTLE, OPULENT, AND AGGRESSIVE -- THAT IS SO EVIDENT IN PARTS OF FLORIDA, CALIFORNIA, ARIZONA, AND TEXAS. NOR IS THE NORTHWEST'S STRUCTURE SO OVERBUILT AS TO BE TOO COSTLY TO OVERTURN; IT IS STILL OPEN TO POSSIBILITIES.

VOICE: SOME NORTHWESTERNERS EVEN FANCY THEMSELVES AS OFFERING THE NATION AN ALTERNATIVE FUTURE--ONE THAT IS OPEN TO CHANGE AND MODERNITY, BUT INSISTENT ON TESTING THESE BLESSINGS AGAINST AGREED VALUES AND WAYS THAT THE NORTHWEST WANTS TO HANG ON TO."

ANNCR: YOU'VE BEEN LISTENING TO FROM THE MAGAZINE RACK, SUMMARIES OF ARTICLES ON TIMELY TOPICS FROM MAGAZINES PUBLISHED IN THE UNITED STATES. YOU HEARD TODAY: "AMERICANS ON THE MOVE," FROM TIME MAGAZINE, AND A LOOK AT THE PACIFIC NORTHWEST OF THE UNITED STATES, FROM THE ATLANTIC. NEXT WEEK (AT THIS TIME), JOIN US AGAIN FOR MORE SELECTIONS FROM THE MAGAZINE RACK. YOUR REPORTER WAS _____.

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WJL/RCS/PBM